

Case Study: King Faisal Specialist Hospital and Research Centre

The King Faisal Specialist Hospital and Research Centre, located in Riyadh, is one of the largest hospitals in Saudi Arabia.

In 2014, King Faisal Specialist Hospital and Research Centre installed the Park Assist M3 System in all three of its multi-level car parks. Since Park Assist was installed, the hospital saw a visible increase in utilization of the upper levels in the car parks.



Why They Purchased

M3 vs Ultrasonic: Initially, the hospital was only looking at ultrasonic but became increasingly interested in the innovative technology and diversity of the Park Assist M3 System. The King Faisal Specialist Hospital and Research Centre ultimately chose the Park Assist M3 System over ultrasonic due to its technology capabilities, ability to manage complex multiple user groups and to elevate the customer experience. Further more, Park Assist allowed the hospital to provide the most efficient and hassle-free parking experience for its patients and visitors.

Customer Experience: The process of finding a parking space in a sizable facility can be stressful for anyone. This is especially true for a hospital's patients and visitors: who typically have weightier, more consuming issues on their minds. *Park Finder*, Find Your Car™, the virtual parking valet, is one of many unique features that eliminates

the stress of parking and provides a world-class experience by allowing users to search for the location of their vehicle.

Technology & Business Intelligence: Upon exit, the *Park Finder* feature helps distracted patients and visitors to easily locate their vehicles. Thanks to our integrated License Plate Recognition (LPR), this valuable software extension enables a parker to find his/her car by entering as few as three characters of the license plate at a touchscreen kiosk.



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